

**New Jersey Commerce, Economic Growth and Tourism Commission
Cooperative Marketing Sponsorship Program
FY 2006**

I. Program Overview

The Cooperative Marketing Program is a collaboration between the New Jersey Commerce, Economic Growth and Tourism Commission's Office of Travel & Tourism and the New Jersey travel industry whose goal is to promote New Jersey as a premier travel destination. State funds will be used to leverage non-state funds to promote and market specific tourism opportunities in New Jersey. **Cooperative Marketing Sponsorships will not be awarded to any organization that has any debt owed to any State Agency.**

II. Selection

Projects will be reviewed and selected on a rolling basis. Matching funds of .25 cents per dollar awarded are required. These matching funds **must** originate from private industry or entities not funded by the State of New Jersey. Cooperative Marketing Sponsorships Awards range from \$500.00 to \$100,000. The approval of a sponsorship award will be determined based on a combination of some or all of the following criteria:

- The organization must have a significant interest in the promotion of a tourist destination/attraction/activity. The organization should provide evidence of their experience producing effective marketing programs or events.
- The organization shall submit examples of marketing and promotional materials from past programs or events. If the event or program is a new venture, a decision will be based on the strength of the project's marketing plan.
- The event/program/campaign must list our website www.visitnj.org. This will promote our destinations to broad and/or targeted markets such as cultural, historic, African American, Latino, and Asian.
- The event/campaign or attraction must promote tourism in or to New Jersey.

III. Requirements of the Sponsorship Recipients

Organizations Receiving Cooperative Marketing Sponsorship awards must:

- Submit a detailed list of sponsorship opportunities including event dates, booth availability, advertising, press, television or radio opportunities and all due dates for all collateral materials.
- Notify the Secretary of the New Jersey Commerce, Economic Growth and Tourism Commission or the Executive Director of Travel & Tourism (8) eight weeks advanced notice if requested to speak or appear at the event. Participation at events is subject to availability.
- Include our logo and brand image. The logo can be located on the web at: <http://www.state.nj.us/travel/industry/logos.shtml>
We request that of the three shown only the "website logo" (subject to change) is to be used and must appear at least 1 & 3/4 inches from left to right.

- **Include the following mandatory on all advertisements, press releases and collateral materials:**

"Funding for this project was provided in part through the Cooperative Marketing Sponsorship Program of the New Jersey Commerce, Economic Growth and Tourism Commission, Office of Travel & Tourism. www.visitnj.org"

- Placement of the above mandatory information on all advertisements, press releases and collateral material must be approved by the Office of Travel & Tourism project manager.
- Provide web site link to the Office of Travel & Tourism, www.Visitnj.org
- Submit an agreement stating the specific marketing opportunities that will be provided to the Office of Travel & Tourism. A sample agreement appears below under Minimum Content Requirements.
- At conclusion of event of campaign submit a final written report that details the results of the project.
The report should include a copy of any press clippings, photos, radio and television transcripts, video and marketing materials that highlight the results of the event/campaign and the sponsorship from the New Jersey Office of Travel & Tourism.

IV. Sponsorship Application Submission

Please submit electronically to Barbara.Bellavia@commerce.state.nj.us or, if necessary, mail 6 hard copies to:

Barbara Bellavia
Office of Travel & Tourism
NJ Commerce, Economic Growth and Tourism Commission
20 West State Street
4th Floor
Trenton, New Jersey 08625 Phone: 609- 292-6963

V. Standard Terms and Conditions for Awards under \$10,000.

- i. **Proposal.** All applicants for Cooperative Sponsorship dollars must submit a marketing sponsorship proposal that includes the dollar amount requested, a proposed budget, and supporting information such as the program background, history and the benefits offered.
- ii. **Report.** Sponsorship recipients must submit a **final written report** describing the program, measurable results from the promotion, and any supporting documents such as news clips or promotional literature within 45 days after the conclusion of the event or program. The report must also indicate the dollar amount of non- state contributions. Failure to comply with this provision shall make the sponsorship recipient ineligible for future awards.

iii. **Cancellations and Obligation to Return Funds.** The New Jersey Office of Travel & Tourism must be contacted in writing if an event or program is cancelled or postponed. If the event or program will not be rescheduled, all sponsorship monies **must be returned** to the Office of Travel & Tourism no later than 30 days from the original event or program date.

iv. **Availability of Funds.** FY 2006 funding for the Cooperative Marketing Sponsorship program is appropriated from the legislature. The funding under this program is expressly dependent upon the availability to the New Jersey Office of Travel & Tourism of funds appropriated. The dollar amount allocated for this program is fixed and will be considered on a first come first served project merit basis. The Office of Travel & Tourism makes no guarantee that these funds will be available beyond fiscal year 2006. The State's fiscal year runs from July 1 to June 30. The New Jersey Commerce, Economic Growth and Tourism Commission shall not be liable for a breach of agreement because of the absence of funding appropriation.

v. **Indemnification.** The sponsorship recipient shall be solely responsible for and shall keep, save, and hold the State of New Jersey, New Jersey Commerce, Economic Growth and Tourism Commission harmless from all claims, loss, liability, expense, or damage resulting from any claims whatsoever including death, to employees or recipients of the recipient's services or to any other persons which results from any act or omissions, including negligence or malpractice of any of its officers, employees, agents, servants or independent contractors, whether or not due to negligence, fault or default of the recipient.

vi. **Access to Records and Audit.** The sponsorship recipient in accepting the award agrees to permit the Commission to have access to all work papers produced in connection with the program upon request and reasonable notice for purposes of ensuring compliance with the terms and conditions of the award and in complying with audit requirements of the New Jersey Department of the Treasury.

vii. **Remedies.** The Commission reserves the right to take any legally available remedy to recover funds awarded in the event that the recipient materially fails to comply with any term of the award.

VI. Conditions for Awards \$10,000 and Over.

Once your sponsorship for awards \$10,000 and over is approved, you will receive the Cooperative Marketing Sponsorship Agreement outlining general terms and conditions. For a sample of the Cooperative Marketing Agreement, [click here](#).

Additional terms and conditions. Awards exceeding \$27,500 shall be subject to additional terms and conditions and the execution of an agreement upon approval of the award by the Commission.

Minimum Content Requirements for All Proposals

1) Proposal

Include in your proposal letter:

- A narrative description of proposed project. Include information about your organization, program, event or initiative for which you are seeking dollars for sponsorship. Any background or history on the program, event, or initiative.
- Names of your current or past sponsors.
- Proposed project budget including the dollar amount of your request.
- A separate page listing sponsorship benefits.
- Funding history of monies received from the New Jersey Office of Travel & Tourism to include a final report from your last NJOTT funded project.
- Provide one copy of all printed collateral information (by mail if necessary) of the years event or program. (If applicable)

2) A Separate Sheet to Include a Listing of Sponsorship Benefits

Example of Sponsorship Level at \$ XX,XXX

This level of sponsorship of \$ **XX,XXX** entitles the New Jersey Office of Travel & Tourism to the following benefits:

- New Jersey Office of Travel & Tourism's (NJOTT) name and logo will be placed on all promotional materials, banners, press releases and commercials.
- NJOTT to be provided with a full-page advertisement in the program guide.
- NJOTT's brochures/promotional materials will be inserted in the Event's welcome bag.
- NJOTT will be provided a 10 x 20 booth to display at the expo.
- NJOTT's name will be mentioned as a sponsor on any announcements and radio spots and on all collateral materials promoting the event.
- A representative from NJOTT will be able to address the audience at opening ceremony or equivalent.

Should your program be approved, a detailed list of sponsorship opportunities including event dates, booth availability, advertising, press, television or radio opportunities and all due dates for all collateral materials must be submitted.